

## ORDER



**Orders**  
**Order / Rev:** 724394  
**Alt Order #:** 06392392  
**Product Desc:** PARKER FOR CONGRESS Flight 10/24  
**Estimate:**  
**Flight Dates:** 10/24/12 - 11/06/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Jamestown Associates/ POL  
**Buying Contact:**  
**Billing Contact:**  
 5 Mapletown Road Suite 300  
 Princeton, NJ 08540

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Vernon Parker for Congress  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	19	\$13,300.00	\$11,305.00
10/29/12	11/06/12	32	\$34,350.00	\$29,197.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	19	\$13,300.00	\$11,305.00	0.00
November 2012	32	\$34,350.00	\$29,197.50	0.00
<b>Totals</b>	<b>51</b>	<b>\$47,650.00</b>	<b>\$40,502.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/24/12	10/26/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--WTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--			2		\$1,000.00		0.00				
2	KPNX	10/29/12	11/02/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			5		\$1,000.00		0.00				
3	KPNX	11/05/12	11/06/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$1,000.00		0.00				
4	KPNX	10/24/12	10/26/12	M-F 10-11a Kelly	CM	10-11a	--WTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--			2		\$350.00		0.00				
5	KPNX	10/29/12	11/02/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			4		\$350.00		0.00				
6	KPNX	11/05/12	11/05/12	M-F 10-11a Kelly	CM	10-11a	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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 Flight Dates: 10/24/12 - 11/06/12

Advertiser: Vernon Parker for Congress  
 Product Desc: PARKER FOR CONGRESS Flight 10/24  
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	KPNX	10/27/12	10/27/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$425 LUR adjustment 9/17-9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$0.00		0.00			
21	KPNX	10/28/12	10/28/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$400 LUR adjustment 9/17-9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$0.00		0.00			
22	KPNX	10/24/12	10/26/12	M-F 530-6a 12 News Today	CM	530-6a	--WTF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$200 LUR adjustment 10/2-10/7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					1	\$0.00		0.00			
23	KPNX	10/24/12	10/26/12	M-F 10p News M-F 10pm News	CM	10-1035p	--WTF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$1200 LUR adjustment 9/24-9/30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					1	\$0.00		0.00			
24	KPNX	10/27/12	10/27/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$400 LUR adjustment 9/24-9/30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$0.00		0.00			
25	KPNX	10/24/12	10/26/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	--WTF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$65 LUR adjustment 9/24-9/30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					1	\$0.00		0.00			
26	KPNX	10/24/12	10/26/12	M-F 4-430a NBC Early Today	CM	4-430a	--WTF--	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
w/value \$25 LUR adjustment 9/24-9/30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					1	\$0.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 51 \$47,650.00